

## Message Text

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USDOC FOR BEWT/DOWNEY

E.O. 11652: N/A

TAGS: BEXP, PL

SUBJECT: 1975 POZNAN TECHNICAL FAIR

1. THE US PAVILION AT THE 1975 POZNAN INTERNATIONAL TECHNICAL FAIR CP SED JUNE 18 AFTER ACHIEVING OUTSTANDING RESULTS INCLUDING THE HIGHEST US SALES FIGURES EVER ACHIEVED AT THE FAIR. THESE RESULTS CAN BE ATTRIBUTED TO THE QUALITY OF THE EXHIBITION'S DIRECTION, OPERATION, AND ADMINISTRATION; EXTENSIVE MARKET-PROMOTION ACTIVITIES AND PRESS COVERAGE; AND AN EXCELLENT BROAD-SPECTRUM REPRESENTATION OF AMERICAN PRODUCTS AND TECHNOLOGY.

2. OF THE EIGHTY US FIRMS REPRESENTED BY THE 42 PARTICIPANTS IN THE US PAVILION, 37 WERE NEW-TO-MARKET AND 6 WERE NEW-TO-EXPORT.

3. THE LATEST CONFIRMED SALES FIGURES, EXCLUDING MONSANTO, HEWLETT-PACKARD, INTERNATIONAL HARVESTER, HARRIS CORPORATION, OTIS ENGINEERING, AND OPTELTEC, ARE AS FOLLOWS:

-- OF-THE-FLOOR SALES: \$8.022 MILLION,  
OF WHICH \$388,000 ARE ATTRIBUTABLE TO NTM/NTE FIRMS.

-- PROJECTED 1 TO 7 MONTH SALES WERE LISTED  
AT \$47.9 MILLION, OF WHICH \$6.6 MILLION ARE ATTRIBUTABLE  
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TO NTM/NTE FIRMS.

TOTAL NUMBER OF SALES AND BUSINESS LEADS WERE TABULATED AT 2606 WITH ONE SALES REPRESENTATIVE KAPOINTED, 13 EXPECTED IN THE NEXT 1 TO 12 MONTHS, AND TWO LEADS. TWO EXPECTED LICENSING ARRANGEMENTS AND 5 LEADS WERE REPORTED; AS WELL AS TWO EXPECTED JOINT VENTURES AND TWO LEADS. TOTAL FAIR ATTENDANCE WAS 310,000.

4. MR. C. SWARR, DESIGNER OF THE US PAVILION, WILL HAND-CARRY BLACK-AND-WHITE AND COLOR PHOTOGRAPHS FOR PUBLICATION IN COMMERCE TODAY. ARTICLE TO BE WRITTEN BY WASHINGTON STAFF.

5. IN ADDITION TO REQUESTS FOR ALMOST ALL PARTICIPANTS TO RETURN NEXT YEAR WITH ADDITIONAL SPACE, SOME 55 OTHER US FIRMS HAVE EXPRESSED STRONG DESIRE TO PARTICIPATE IN THE US PAVILION AT THE 1976 FAIR.

6. IN VIEW OF THE GREAT DEMAND FOR SPACE, THE POLISH INTEREST IN ACQUIRING AMERICAN INDUSTRIAL GOODS AND TECHNOLOGY, AND ABOVE ALL THE SIGNIFICANT FAVORABLE CHANGES IN US-POLISH ECONOMIC RELATIONS, IT IS RECOMMENDED THAT SERIOUS CONSIDERATION BE GIVEN TO AN EXPANSION OF THE US PAVILION FOR THE 1976 FAIR. PRELIMINARY TALKS WERE CONDUCTED JUNE 16 WITH THE FAIR AUTHORITIES REGARDING THE POSSIBLE EXPANSION OF THE US PAVILION BY CONSTRUCTING AN UPPER-LEVEL BALCONY IN PAVILION 19. DETAILS OF THIS PROPOSAL MAY BE OBTAINED FROM AND DISCUSSED WITH DESIGNER SWARR.  
DAVIES

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